

## IT Infrastructure Services

- Enterprise networking
- Hardware and software support
- Procurement
- Hardware configuration
- Logistics
- Deployment services
- Project management

## Results

- **Rapid Deployment**  
1,270 stores in 49 states were converted to a new network provider in an aggressive 35-day timeframe—about half the time normally required.
- **Service Quality & Agility**  
Very high First Pass Yield on store implementation completions despite last minute scope changes—adding locations, and external antenna and printer installations.
- **Improved Performance**  
Conversion to the new network achieved the client's dual objectives of significant cost reduction and improved connectivity speed.

## Client Profile

The Fortune 500 client is the largest operator of rural lifestyle retail stores in the United States with annual revenues of approximately \$6.2 billion.

Headquartered in the southeastern U.S., the company employs over 23,000 people and operates over 1,500 retail stores in 49 states, primarily in rural communities and smaller towns located outside metropolitan markets.

A decision to quickly seize the opportunity to upgrade its network led the client to evaluate IT service providers, ultimately selecting Pomeroy on the basis of agility, scalability, capabilities, and experience managing large scale retail technology rollouts.

## The Challenge

**Network Performance and Cost** The client relied upon VSAT satellite WAN communications for backup network connections to its stores, but connectivity was slow and satellite costs excessive.

As the satellite contract approached renewal, the client decided to mobilize rapidly and convert to a cellular WAN communications network before the contract expiration date.

**Complexity, Resources and Timing** With only about 2 months remaining before the contract expired, conversion to a new cellular backup network had to be operational in every store by the target date.

Deployment of a new network distributed across such a geographically diverse area required precision planning and virtually flawless execution.

Internal resources were too limited to tackle a system-wide implementation, so the client asked Pomeroy to provide the necessary planning, project management and technical resources to ensure on-time conversion within a highly compressed 7-week timeframe—without downtime or impact to daily store operations.

## The Solution

With less than 10 days notice and no margin for error, Pomeroy mobilized immediately to develop a highly coordinated store-by-store implementation plan, procure and ship new hardware to 1,270 locations, and rapidly deploy resources to meet a rigorous store by store, 49-state rollout schedule.

From the outset, parts availability emerged as a critical issue—there was insufficient supply available to complete the rollout. Pomeroy coordinated multiple sourcing options to ensure adequate production and secure the parts required to keep the implementation on schedule.

- Deploy over 100 technical resources as part of a precisely coordinated rollout schedule, quickly ramping up to perform as many as 40 store implementations/day and 200 stores/week.
- Manage the procurement and logistics for thousands of solution components, including CradlePoint 850B modems, Cisco 892 routers, internal/external antennas, mounting hardware and cabling.
- Configure, test, activate, kit and ship each store's parts allotment for on-time delivery per the Master Store Implementation Schedule.
- Reconfigure each store by installing new hardware, testing software, establishing signal strength, verifying network connections, and de-installing satellite hardware.
- Deploy the Pomeroy Project Portal to enable online collaboration, communication, resource allocation and synchronized project management among hundreds of project and field resources.
- Accommodate the need of rural locations—without jeopardizing the Master Implementation Schedule—and where suboptimum cellular signal requires follow-up visits to install exterior antennas to ensure adequate signal strength.

## The Results

**Rapid Deployment** New network technology was upgraded across 1,270 stores in 49 states in an aggressive 35-day timeframe—about half the time typically required to accomplish.

**Service Quality and Agility** The results represented very high First Pass Yield for store implementation completions—despite last minute scope changes—adding 32 additional stores, external antenna installations and store printer replacements.

**Improved Performance** Conversion to the new network achieved the client's dual objectives of significant cost reduction and improved connectivity speed.

## The Value

Planning and risk management were the most critical aspects of an implementation on this scale given the time to complete and broad geographic footprint.

The task required Pomeroy to provide the critical mass of agility, scalability and retail capabilities to accomplish in 7 weeks what would have required at least 13 under normal circumstances.

To the delight of the client every store was seamlessly converted to the new network on schedule—improving shareholder value without disruption to daily operations or the customer experience.